Kuberno

Media Kit

How to feature Kuberno and Kube in your content: our names, logos, colours and typeface.

VERSION 1 | NOVEMBER 2026

GETTING IT RIGHT

Our names

This kit is for partners, press and anyone featuring Kuberno or Kube in their content. Following it keeps us recognisable wherever we appear. Please write our names exactly as shown here.

THE COMPANY

Kuberno

Use Kuberno whenever you refer to the company itself.

THE PLATFORM

Kube

Our platform for managing legal entities. Call it Kube in your copy. Its logo always includes “by Kuberno”.

THE AI ASSISTANT

KAIA

Our AI assistant inside Kube. Always KAIA, in capitals, and the same name on every platform.



Need logo files or have a question? Please contact our marketing team at **robyn.morley@kuberno.com** before you publish.

LOGOS

Kuberno logos

Use the full-colour logo on white or light backgrounds. On Kuberno Purple, black or our gradient, use the white version. The black version is for single-colour printing. Please use the logo without the “Navigating Governance” strapline.



Full colour



White on purple

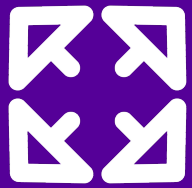


Black



White on gradient


Icon, full colour


Icon, white

LOGOS

Kube and KAIA logos

Kube is our platform and KAIA is our AI assistant. Both logos always include “by Kuberno”. Please never use either logo without it.

Kube by Kuberno

PLATFORM



Full colour



White



Black

KAIA by Kuberno

AI ASSISTANT



Full colour



White



Greyscale

LOGOS

Using our logos well

- **Give it space.** Keep clear space around the logo so it never feels crowded by text, images or other logos.
- **Keep the proportions.** Always scale the logo evenly, never stretch or squash it.
- **Stick to our colours.** Only use the versions shown in this kit.
- **Use the real thing.** Never redraw, rearrange or crop a logo. The Kuberno icon is always all four arrows together.





Don't stretch or squash it



Don't change its colours



Don't use full colour on dark backgrounds



Don't remove “by Kuberno” from Kube or KAIA

COLOUR

Our colours

PRIMARY

Kuberno Purple

HEX #550098
RGB 85, 0, 152
CMYK 85, 100, 0, 0

PRIMARY

Kuberno Orange

HEX #FF6600
RGB 255, 102, 0
CMYK 0, 70, 94, 0

PRIMARY

Kuberno Black

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

Lavender

HEX #9466F6
RGB 148, 102, 246
CMYK 40, 58, 0, 3

Teal

HEX #57CCCF
RGB 87, 204, 207
CMYK 60, 2, 0, 20

Peach

HEX #FBC075
RGB 251, 192, 117
CMYK 0, 24, 53, 2

Signature gradient

Kuberno Purple to Kuberno Orange, as a linear gradient at 80°.

Lead with the primary colours. Use Lavender, Teal and Peach as supporting accents, never on their own as our main colour.

TYPOGRAPHY

Our typeface



Montserrat

Modern, clear and free to download from Google Fonts.
We use it everywhere, in print and on screen.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular **SemiBold** **Bold** **ExtraBold**

01

Headlines

Bold. Cover pages and main headings.

02

Section headings

Bold or SemiBold. Sets out the structure of your content.

03

Body text is set in Montserrat Regular. Clear, readable and never overwhelming.

Regular. Paragraphs and longer copy.

No Montserrat? Use Arial or Helvetica instead.



Thank you for featuring us

For logo files, approvals or any questions about our brand, please contact our marketing team.

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kuberno.com